DOCUMENT RESUME

ED 135 580 RC 009 756

TITLE	Annual Progress Report, 1976. Southern Rural Development Center, Mississippi State University. SRDC Series Publication No. 15.
INSTITUTION	Southern Rural Development Center, State College, Miss.
REPORT NO	SRDC-15
PUB DATE	Oct 76
NOTE	37p.; Related documents include ED 106 017, RC 009 755
EDRS PRICE	MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS	*Annual Reports; Consultants; Farm Management; Grants; Health; Housing; Industrialization; Information Dissemination; Literature Reviews; *Networks; *Program Descriptions; *Regional Planning; Research; *Rural Development; *Southern States; Workshops
IDENTIFIERS	*Southern Rural Development Center

ABSTRACT

Covering the 1976 activities of the Southern Rural Development Center (SRDC), this third annual report describes SRDC's: history; organization; regional workshops; functional networks; network bibliographies and other publications; Title V reports; grant received for training in rural development; orientation visits; consultants; information dissemination; bibliography; magazine; and slide show. Reflecting the activities put forth to bring about a balance in growth and change, this report indicates great strides were made in 1976 via: regional workshops on coordination, housing, and communication; full operation of 10 functional networks (small farm operations, industrialization of rural areas, health care and rural development, educational needs projection and rural development, synthesis of research results relevant to the impact of governmental transfer payments on human resource development, community services, recent housing research, land use issues, citizen participation, and evaluation of research literature); a grant to develop training; continuation of orientation work to land-grant institutions; provision for consultants as needed; provision of timely and useful information through the publication series and the magazine "Rural Development Research and Education". (JC)

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annual progress report 1976

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

SOUTHERN RURAL DEVELOPMENT CENTER

SRDC Series Publication No. 15

RC009256

FOREWORD

This Annual Progress Report is intended to set forth a summary of SRDC activities and achievements for the last fiscal year.

In its third year of operation, the Southern Rural Development Center has been able to document many areas of success in its support of rural development programs and research at the land-grant institutions. Undergirding the land-grant system's efforts through sponsorship of workshops, issuance of publications and a new periodical, and initiation and near-completion of some ten Functional Networks, and a Project Development Network, the SRDC's contribution is truly beginning to be felt.

Each project undertaken has been selected on the basis of high-priority regional needs for rural development research, planning, and programs. The response to Center activities in this last year has been gratifying. Although this report is a history, let it serve as a ground-level foundation upon which to build a firmer, taller, structure with the bricks and mortar of new ideas, reactions, and priorities for the Center to serve.

William W. Linder

William W. Linder
Director
Southern Rural Development Center

October 1976

ANNUAL PROGRESS REPORT 1976

S O U T H E R N R U R A L D E V E L O P M E N T C E N T E R

A Report to the
Board of Directors
State Experiment Stations
State Extension Services
U. S. Department of Agriculture

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia

W. M. BOST, CHAIRMAN
Board of Directors
WILLIAM W. LINDER
Director
WILLIAM C. BOYKIN
Associate Director

Published by the Southern Rural Development Center Box 5406
Mississippi State, Mississippi 39762

SRDC Series Publication No. 15 October 1976

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ANNUAL PROGRESS REPORT, 1976

HISTORY

This progress report for 1976 covers activities accomplished by the Southern Rural Development Center during the third year of work. To introduce this report it would do well to briefly review the history of the Center. Understanding how the Center came into existence allows for better evaluation of its accomplishments.

In response to the Rural Development Act of 1972, the U. S. Department of Agriculture authorized the organization of centers for the assistance of rural development research and programs in four regions of the country. These four centers are now in operation: the Northeast Center at Ithaca, New York; the Western Center at Corvallis, Oregon; the North Central Center at Ames, Iowa; and the Southern Center at Mississippi State, Mississippi.

In the Fall of 1973, the Regional Directors of Experiment Stations and Extension Services for the South appointed the SRDC Board of Directors, with a charge to establish a joint Research-Extension regional center. The SRDC Board of Directors consists of four members each from Research and Extension (including 1890 institutions) and one from private industry, totalling nine members.

Of the five proposals received for establishment of the SRDC, the Board approved the joint proposal by Alcorn State University and Mississippi State University in January 1974.

The Southern Rural Development Center began operation later in 1974 under the joint sponsorship of Alcorn State University and Mississippi State University, and is headquartered at Mississippi State, Mississippi. William W. Linder, representing Mississippi State University, is Director;

William C. Boykin, representing Alcorn State University, is Associate Director.

Their responsibilities are authorized under Title V of the Rural Development Act and Cooperative State Research Service to include the job of complementing and supporting state Title V Extension and Research programs. The Center's primary clientele is the Research and Extension staffs of the 27 land-grant institutions in the 13 states, plus Puerto Rico, who have rural development or community resource development responsibilities and interests.

Effective regional participation is critical to the success of rural development efforts: supporting a region-wide cooperation is now the priority orientation of the SRDC.

ORGANIZATION

The SRDC is organized to report directly to the Assistant Secretary for Conservation, Research, and Education of the U. S. Department of Agriculture. However, it looks to Extension Service and Cooperative States Research Service offices for guidance and support.

The SRDC is therefore advised on its programs and policy by the Southern Regional Rural Development Research Council and the Southern Extension Regional Community Resource Development Committee.

An interdisciplinary Research Advisory Network has been appointed to counsel the Center Director on priority areas of rural development in need of research and program attention. Its 15 members represent:

Southern Regional Research Council (3)
Southern Extension CRD Committee (3)
1890 Institutions (2)
Southern Regional Home Economics Administrators (2)
Southern Regional Rural Sociology Research Committee (3)
Center Director and Associate Director (2)

The Southern Rural Development Center has been established under a three-year pilot program. During this year of 1976, Congress made available new funds to extend the program for an additional three years. As we look forward to a new three-year emphasis, our chief concerns will be: preventing excessive fragmentation of pilot programs; coordinating Title V efforts with existing Research and Extension programs; and building on the strength of these programs to significantly influence the development of rural America.

REGIONAL WORKSHOPS

A basic, underlying tenet of the Center for this past year has been and will continue to be the promotion of increased Extension-Research communication, dialogue and joint programming. Title V authorizes this interaction, and the Center has the capacity to bring together experts across the state lines and from various disciplines to focus on problems common to the region. Examples of how this was accomplished during 1976 are found in the meeting convened by SRDC of representatives from the Southern Land Economics Research Committee, the Southern Extension Public Policy Affairs Committee, Extension Service, USDA, and 1890 institutions to discuss:

Issues
Educational programs
Policy considerations
Training for professionals
Joint programming

With each group reporting to its parent group and making recommendations to the Regional Extension and Experiment Station Directors, the SRDC will lead an appropriate regional effort if desired by the participating groups.

Also during this past fiscal year the S-81, known now as S-114, Research Technical Committee asked the Center to help acquaint action agencies with the project, establish closer working relationships, and

obtain ideas for future research. SRDC provided financial support for a discussion meeting, which led to concrete suggestions for the course of current and future research projects. Of the 16 persons attending, only one had previously heard of the S-81 Committee's work.

Another area of concern is housing. The Center, in cooperation with the Tennessee Valley Authority and the S-95 Southern Regional Housing Research Committee, sponsored a three-day workshop on "Quality Housing for Low-Income Rural Families." About 150 individuals attended, and again, very few of them had been familiar with the work of the S-95 Committee.

An additional workshop participated in by the SRDC was the Regional Land Use Workshop where representatives of Southern Land Economics Research Committee (SLERC), Southern Public Policy Affairs Committee, and the Extension Community Research Development Committee met to discuss regional issues pertaining to land use and the possibilities of a regional training effort.

Bridging the gap in communication between Research and Extension requires coordination of four sectors: Research, Extension, industry, and users. The workshop developed an effort to establish a joint communication network for increased awareness of needs and goals of each of these sectors.

FUNCTIONAL NETWORKS

Professionals in the region have much to contribute to rural development programs of the southern Research and Extension agencies. But how can they be involved in those programs? How can they bring their knowledge and skills to bear on pressing problems? The SRDC's answer is through its Functional Networks: scientists and educators have been selected to lead groups of cooperating professionals in pooling research expertise.

SRDC now has 10 Functional Networks in operation, seven of these were formed during the 1976 fiscal year.

Functional Networks have been formed to give particular attention to one area or subarea of the four major areas of rural development identified by the U. S. Department of Agriculture: Community Services and Facilities, People Building, Economic Development, and Environmental Improvement. The Southern Rural Development Research Council has listed a full spectrum of concerns in each of these areas; the list is available in the first annual progress report.

A Network focuses its attention on a limited area in order to produce practical results and recommendations.

Scientists and educators who have a particular interest in the regional concerns of rural development submitted proposals to establish Functional Networks. These are Center Associates. In turn, they have selected colleagues from two or more states to cooperate as members of the Network.

Appointed without pay for a one-year period, the Center Associates will have SRDC support for their Functional Networks in research assistance, clerical assistance, travel funds, publication funds, and the like.

Each Functional Network is charged with completing a thorough inventory of research applicable to its particular problem area. Pertinent principles will be extracted and published. The Networks appointed during this year are listed below along with the Center Associate responsible for each:

Dr. W. Arden Colette University of Florida	Small Farm Operations
Dr. Eldon D. Smith University of Kentucky	Industrialization of Rural Areas
Dr. R. David Mustian North Carolina State University	Health Care and Rural Development
Dr. Gerald C. Wheelock Alabama Agricultural and Mechanical University	Educational Needs Projection and Rural Development

Dr. E. Evan Brown University of Georgia	Synthesis of Research Results Relevant to the Impact of Governmental Transfer Payments on Human Resource Development
Dr. Michael S. Salkin Oklahoma State University	Community Services: (a) Solid Waste Disposal (b) Financing
Dr. Savannah S. Day Ms. Louise Hyers Florida State University	Recent Housing Research Relevant to Rural Development

These seven Networks, plus the three already in existence, have the common goal of cataloguing the current state of research knowledge. Specifically, they are inventorying research in their area of interest, extracting concepts which give common threads, and preparing concrete results for the Center to publish. Workshops in these areas will be held to acquaint professionals and other interested people with this base information.

The three Functional Networks which began prior to this year, and are currently providing input in their areas of responsibility, are: Land Use Issues, under Dr. Burl F. Long, of Virginia Polytechnic Institute and State University; Citizen Participation, with Co-Associates Dr. Donald Voth and William Bonner of the University of Arkansas; and Evaluation of Research Literature, with Dr. Arthur G. Cosby, of Texas A & M University.

On September 18 and 19, Center Associates met in New Orleans for a general evaluation of the Functional Networks. The meeting resulted in a deeper understanding by the associates concerning their key role in the work of the Center, plus a building of unity among the men.

Acknowledgment must be expressed to the SRDC Board of Directors for their support, suggestions, and encouragement in the implementation of the Functional Network concept. This new and unique approach would not have been successful without the supportive role of the Board.

NETWORK BIBLIOGRAPHIES, OTHER PUBLICATIONS

Although each Network is moving toward completion at a different pace, several are in the final stages of preparation of their annotated bibliographies. These bibliographies will document for professionals, researchers, and program planners the where and how of factual information for their work in the ten areas studied. These bibliographies are expected to run several hundred pages each, and some Networks may be preparing auxiliary documents relating to use and evaluation of the research material they have uncovered. The SRDC has readied a Network Bibliography Series as a vehicle for publishing these results. The volumes will be issued over the course of the next year.

In addition, Networks will be preparing other publications--for varied audiences, ranging from research professionals to laymen--applying their results to everyday plans and problems of rural development. The SRDC will be publishing these reports.

TITLE V REPORTS

The SRDC functions because of Title V of the Rural Development Act of 1972. The Act authorized not only the establishment of the Center but the cooperative efforts of Extension Service and Experiment Stations for rural development.

The success of these jointly manned and sponsored programs has been tremendous. Programs have assisted the local people in solving problems and opening opportunities to economic and educational advancement, health and welfare benefits, better housing, involvement in local government, and a whole spectrum of other activities aimed at improving life in rural communities.

A close look at these success stories reveals that:

- Title V is directed at all rural residents seeking solutions to local problems, not just the agricultural producer.

- Projects reflect grass-roots participation by local officials, community leaders, civic organizations, and citizens. They are enthusiastic about working with Title V to bring tangible results.

- The effective mix of Research and Extension personnel, expertise, and planning has developed innovative and creative approaches to problem solving.

Samples of what took place in 1975-1976 through Title V efforts follows:

COMMUNITY FACILITIES
Oklahoma is developing solid waste disposal systems... Louisiana is providing better housing...North Carolina receives leadership development...Tennessee gets improved roads, parks, housing, and health facilities...Texas looks at land development... Puerto Rico brings new jobs, markets, and opportunities via a new bridge to an isolated community.

ECONOMIC DEVELOPMENT
North Carolina teaches management, as does Mississippi...Tennessee opens new markets for homemade and homegrown products...Mississippi bond issue will raise money for industrial development...Virginia finds jobs for unemployed young people...Georgia benefits from economic forecasting...Alabama develops an industrial park.

ENVIRONMENTAL IMPROVEMENT
Mississippi works for recreational areas...Louisiana and North Carolina produce a resource inventory for environmental improvement...Arkansas eliminates water well pollution.

PEOPLE BUILDING
Virginia involves local officials in leadership planning...North Carolina offers workshops in supervision and management...Louisiana's undertrained youth find employment after job readiness courses... Georgia has surveyed necessities of needy families on food stamps... Mississippi benefits from education and job training...Kentucky's paraprofessionals have formed 38 community development organizations, completing nearly 200 local projects...South Carolina develops a regional health complex...Mississippi offers town meetings at which citizens meet and question their elected officials.

Listing the projects and accomplishments along with the people, groups, and local government agencies involved in all of these Title V programs would take page after page. But the story comes out the same--Title V buys a better life for rural people.

In working closely with the outcomes of Title V projects, it occurred to the staff of SRDC that an evaluation procedure would be appropriate for Title V projects. Therefore, the Functional Network dealing with evaluation has developed and designed a typical evaluation procedure. This procedure is being shared with the Southern Region as another effort to help in bringing a better life to rural people.

GRANT RECEIVED

There seems to be a growing desire among the people of the rural South to improve the quality of life for themselves and their neighbors. However, this desire too often is frustrated because of a lack of knowledge in knowing what to do. Therefore, the Southern Rural Development Center prepared a proposal to secure a grant from Rural Development Service of USDA to develop a model to provide training in rural development for rural leaders.

In mid-July the grant was approved and the first planning meeting conducted shortly thereafter. To implement the proposal, SRDC has formed a Project Development Network of personnel from pertinent agencies and organizations interested in implementing training in rural development. This Network will be under the auspices of the Southern Rural Development Center. The Project Development Network will meet for at least three meetings to consider models already in existence which will serve as a starting point for developing the model under consideration.

Based on the results of this review, the development of a model to provide training in rural development for rural leaders will be initiated. This model will be pretested, with the final and complete version introduced to the South through a regional train-the-trainer workshop. The workshop will be geared to assisting state and substate trainers in independently

implementing the model or an adapted version of the model in their particular situation.

ORIENTATION VISITS

One of the main emphasis of SRDC is to assist the 27 land-grant institutions throughout the South in their existing and planned rural development research and programs. In order to build a strong base of relationship, the Center periodically conducts orientation visits to those campuses.

During 1976, five additional states were visited. The states visited were Kentucky, Oklahoma, Puerto Rico, Alabama, and Florida. This brings the total number of states visited since the Center was created to 10.

During a visit, the actual orientation sessions are purposely kept informal and last an average of 4 hours, with a slide presentation used to introduce the work of the Center. Areas highlighted in discussion include such items as inventory of research knowledge, Extension educational programs, identification of rural development personnel, and Functional Networks.

Another opportunity to provide orientation came at the Annual Professional Workers Conference which was held at the Tuskegee Institute, Alabama, December 7 and 8. Dr. William C. Boykin, Associate Director of Southern Rural Development Center, provided this orientation. Approximately 150 professional workers representing 16 southern states were present. The nature of questions which flowed indicated a lively and informed interest in rural development over the southern region.

At the Southwestern Rural Sociological Association, the Associate Director spoke to sections of the Association about the work of SRDC. Tentative plans were made for a Rural Development Evaluation Workshop to be held at Clemson University, October 27-29, 1976.

The SRDC staff provided orientation concerning the function and services of the Center to several additional meetings. Representatives of the staff met with the Mississippi Rural Development Committee for this purpose. In attendance was the Assistant Secretary of Agriculture.

The Center staff with the aid of the Board of Directors presented a panel discussion of Center objectives and accomplishments as a report to a joint meeting of the Southern Experiment Station and Extension Service Directors meeting which met in New Orleans during September. The Associate Director and a Center Associate represented the Center in a similar way at the Southwestern Sociological Meeting.

CONSULTANTS

In an attempt to be of greater service to the Title V programs being implemented in the southern region, the Center from time to time secures the services of key personnel to assist in the various phases of work being accomplished in rural development. An example of this service is the proposed regional workshop on evaluative research literature for rural development utilizing the expertise of Dr. Andres Steinmetz, Director of New Measures Program, Charlottesville, Virginia, and Dr. E. L. McLean, Clemson University, Clemson, South Carolina.

As other examples of consultation, William Linder, Director of SRDC, and the Program Analyst attended a special meeting of the Southern Region Education Board to provide input on a 5-year program being designed to provide comprehensive leadership training for selected rural community leaders. It is being funded through a grant from Kellogg. The SRDC is interested because Kellogg's program will be involving community leaders in planning, organizing and conducting an Extension program in rural community development for their respective communities in the southern region.

Dr. William Boykin provided consultation at the Fourth Community Development and Leadership Conference held February 25 and 26, 1976, at Alabama Agricultural and Mechanical University. This was a conference attended by professional leaders in Extension and rural development but intended primarily for indigenous leaders.

The Director of the Center made a presentation at the American Country Life Meeting held in Mississippi during July. The Associate Director coordinated and presided over one of the sessions.

Consultation was also provided at the Southern Regional Education Board Meeting on Energy, the Economic Research Service Meeting, and the Annual Land Use Seminar. The work of the Center continues to grow in its influence as it seeks to implement its assigned responsibility.

INFORMATION DISSEMINATION

Serving the rural development clientele at the land-grant universities by making available timely and useful information continues to be one of the main efforts of the SRDC.

Rural development and community resource development staffs have needed an information funnel for the region, a centralized flow of pertinent facts, figures, reports of program accomplishments, and designs for action. The SRDC has sought to provide a cohesive, centralized information source for the region. The Center issues regular reports on activities of regional interest and meets special or short-term needs for publications when necessary. The SRDC Publications Series and the magazine, Rural Development Research and Education (see page 17), provide a forum for exchange of rural development information important to the region.

In terms of "visibility," it is these publications and information-sharing projects which have brought the largest vote of appreciation to the

Center from its clientele at the land-grant universities. Responses from educators and practitioners have indicated that SRDC publications and information work have proven useful and beneficial in furthering the programs and research of these staffs.

In-House Publications Capability

With the acquisition of some equipment for offset printing (on a limited scale), the Center has developed the capability to produce publications under its own roof. This capability means improved service to the states, when a quick response is required to fill an information or publications need. A professional quality, timely product can be made available upon request at some savings over the usual printing procedures and processes. The ability to be of service on short notice is vital to the Center's information dissemination efforts.

SRDC Publications Series

The SRDC Publications Series consisting of seven titles at the end of the first year, now lists thirteen titles, and two more are in progress. Some of these were developed as specific responses to an immediate need; some are regular reports.

#8 Community Source Book

Printed and distributed at the request of the University of Kentucky, this 80-page source book is a compendium of rural development information culled from journals, newspapers, reports, research, and program achievements. The SRDC printed 1,000 copies which were sent for evaluation to specialists and other users throughout the region. In response to a questionnaire included in the publication, those who received the Source Book ranked it as helpful to them in finding detailed information for projects and programs in progress.

#9 The Progress and Promise of Title V

Based on Title V achievement reports from the southern region, this publication highlights the important successes of the program from each state's perspective. It includes the facts and figures of benefits in economic development, environmental improvement, community services and facilities, and people building. The histories of program accomplishments in Progress and Promise demonstrate just how Title V funds are doing the job in bringing together rural people to better their lives economically--and in other ways, too.

#10 1975 Annual Progress Report

A report of SRDC activities and publications during 1975, offering discussion of regional goals for the Center and the progress toward their achievement.

#11 Land Use Needs and Policy Alternatives

A reprint for the Southern Land Economics Research Committee (1,000 copies) of the proceedings of their Workshop on Land Use. The papers in this publication cover a unique variety of topics in land use issues. Their usefulness to rural development specialists working in this area prompted this reprint.

#12 Summary of Quarterly Reports, SRDC Functional Networks

The SRDC's ten Functional Networks (see page 4) have tabulated their progress for this report. The Summary highlights the goals and pace of the research undertaken by each Network, lists membership in the Network, and then offers detailed explanations of the expected usefulness of the results.

#13 Rural Development Staffs, Cooperative Extension Services

Published as a supplement to Series Publication No. 4, Personnel in

Rural Development (currently in revision), this listing tabulates personnel in the region involved in rural development work at Cooperative Extension Services.

Review and Updating

#2 Rural Development at Land-Grant Universities in the South

A project-by-project listing of major rural development research in progress. The booklet lists and annotates projects, and gives researchers' affiliations.

#3 Pamphlet: The Southern Rural Development Center

The introductory piece for the work of the Center and its relationship to ongoing Title V and rural development work at the land-grant universities. This pamphlet is sent with publications and responses to inquiries about the Center.

Additions

At this time the Center is readying for publication: Series No. 14, a script to accompany the SRDC Slide Presentation; Series No. 16, Summary of Quarterly Reports, Functional Networks, Spring 1976; Series No. 17, A Special Report on Federal Grants; and No. 18, a three-author monograph on improving the usability and applicability of research results and the research process.

Folders: Title V Is a Good Buy

As the Center staff evaluated the incoming Title V reports in late 1975, it became obvious that a wider distribution of these program achievements was needed, to demonstrate that "Title V is a good buy." Each state offered one special success story, a joint Extension-Research program achievement to tangibly aid rural development and affect the lives and being of rural people in the state. The folders' theme highlighted the

fact that "Title V programs have produced results dramatically beyond the dollars directly invested. Rural people are feeling the impact in their homes, jobs, and pocketbooks." The fourteen folders in the series have received much attention as a means of highlighting the excellent progress made in state rural development programs under Title V.

In summary, the information dissemination program of the Southern Rural Development Center has pointedly attempted to create a product of usefulness to the land-grant university clientele. These people have requested information about rural development staffs, research in progress, research evaluation, and program progress: the SRDC has attempted to fill these needs. The publication series will be continued; the magazine, Rural Development Research and Education, has established quarterly publication (see page 17); network bibliographies (see page 7) will be published as Functional Networks complete their work; and special-need publications can be produced on short notice when the need arises. The SRDC welcomes feedback in order to judge just how well these publications are doing their job.

BIBLIOGRAPHY RELEASED

A project undertaken in late 1975 for the National Agricultural Library, Beltsville, Maryland, came to completion during 1976. The SRDC was asked to prepare an annotated bibliography of rural development literature. Special assistance and funding were obtained from NAL and Rural Development Service, USDA, for this work, along with Title V funds.

Community leaders, rural development committees, researchers, and community resource development (CRD) personnel should find Rural Development Literature - An Annotated Bibliography, 1969-75 useful as a starting point in identifying and obtaining literature or information for program

design and implementation. Seven subject areas have received concentrated attentions. They are:

Fire and Emergency Services
Health Care Delivery Systems
Sanitary Services and Sewage Systems
Manpower Training and Vocational Education
Public Recreational Facilities and Planning
Local Government Structure and Taxation
Rural Housing.

These are subjects often neglected or less readily known to CRD personnel and rural development committees. Other important areas such as land-use planning have not been included because of the proliferation of literature in such areas. The bibliography is not intended to be complete. Only those publications felt to provide maximum and continuing value are listed. The limitation to 1969-75 literature was introduced to ensure the most up-to-date coverage. Only publications directly treating rural development in the United States were included, and emphasis was placed on national or regional applicability. A few local studies or findings which could serve as models were cited, however.

Hundreds of letters were sent to rural development personnel, agencies, and organizations throughout the United States for information, bibliographies, and copies of materials. People knowledgeable in specialized fields were asked to recommend sources and citations, and to review the final compilations.

The sources of information will serve as a useful adjunct to the bibliography. Together they should provide those involved in rural development with a new base of knowledge.

MAGAZINE PUBLISHED

Toward aiding dissemination of valuable and pertinent rural development research and programming information throughout the southern region,

the SRDC in 1976 began publication of a new quarterly magazine, Rural Development Research and Education. The first, introductory issue appeared in the Winter of 1976. The magazine featured reports of ongoing research and programs with emphasis on results and implications for change. The second issue established a departmental format.

> FEATURE ARTICLES highlight research or programs of merit as examples to professionals, researchers, and educators in rural development in the southern region.
>
> OPINION ARTICLES examine critical issues confronting Research and Extension practitioners in rural development, and emphasize implications for program planning and research.
>
> RESEARCH NOTES, brief summaries of empirical research projects under way or recently completed.
>
> PROGRAM NOTES, brief summaries of noteworthy rural development educational or assistance programs.
>
> NEWS AND NOTES, reporting events and personalities of interest to the region.

The magazine has generated quite a lot of interest within and outside the southern region. The SRDC has received many requests for subscriptions and sample copies from people involved in community development, civic improvement, recreation planning, government, and a variety of organizations and agencies working in rural development.

The magazine's first issue included a survey form requesting reactions to the content, format, and potential of the magazine from readers. Reactions were overwhelmingly favorable: 95% answered positively about the magazine. Readers expressed a desire for more ideas and information about rural development, and the magazine is perceived as a meeting place for exchange of news, reports, and research and program progress.

SLIDE SHOW

To help tell the story and work of the Center a slide show has been prepared. It is made up of a carousel of 118 slides, a 15-1/2 minute

cassette with pulses to change frames automatically, and a printed guide.

The show was premiered at the annual Mississippi Rural Development Committee meeting. Present at this meeting was Mr. William H. Walker, Jr., Assistant Secretary of Agriculture. The show was well received.

Prepared primarily for orientation sessions, the show is perfectly adaptable to use with other audiences and as part of reports or presentations being given by the Center staff.

The show opens with dramatic and quick shots of what is happening in the changing rural South. It then moves into an explanation of the role that the Southern Rural Development Center is playing in helping to bring about this transition to a better way of life.

SUMMARY

The SRDC has been established to support the ongoing work of development to help the "New South" be a better place in which to live, work, and play.

This report reflects the activities that SRDC has put forth in 1976 to assist in bringing about a balance in growth and change. It reveals efforts that will help bring the best for future generations.

The goal is solving real problems. In 1976 great strides toward accomplishing this goal were met through conducting regional workshops on coordination, housing, and communication; ten Functional Networks which were in full operation; reports prepared and distributed; a grant to develop training; continuation of orientation work to land-grant institutions; and providing consultants as needed.

The goal is also being accomplished through the provision of timely and useful information through the publication series and the magazine, Rural Development Research and Education. Items published this year were Community Source Book, The Progress and Promise of Title V, Land Use Needs and Policy Alternatives, Summary of Quarterly Reports, SRDC Functional Networks, and Rural Development Staffs, Cooperative Extension Services.

Quality of life is what its all about. SRDC is doing what it can to see that this becomes reality for the people of the rural South.

BOARD OF DIRECTORS

The Southern Rural Development Center Board of Directors is serving the last year of its three-year term; membership will be rotated in 1977. The Board maintains a balance of interests in that four members represent Research, four represent Extension, and one represents private industry. Dr. William M. Bost, Director of Extension at Mississippi State University, will retain leadership of the Board after the membership changes.

The Board convened in Houston in November of 1975 to evaluate programs and plans of the Center. At that meeting new Functional Networks were approved and future directions for the Center. Board members are:

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APPENDIX

ACCOMPLISHMENTS ON FY 76 PLAN OF ACTION

SOUTHERN RURAL DEVELOPMENT CENTER
Annual Progress Report
Accomplishments on FY 76 Plan of Action

Principal Concrete Results of Benefits Expected (Goals)	Approach (Method/Technique/Activity)	Accomplishments - FY 76 (July 1, 1975-September 30, 1976)
1. Conduct liaison with state, regional, and national groups, agencies, organizations to correlate training and research efforts in rural development.	Meetings, correspondence, workshops, visits, telephone.	Correlation provided at Evaluative Research Literature Workshop, Southern Region Education Board, and the Fourth Community Development and Leadership Conference. Technical Action Committees S-81, S-95, and S-79 were provide assistance in the correlation of training and research. Other groups receiving assistance were: Southern Directors of Agricultural Experiment Stations and Southern Directors of Cooperative Extension Service joint meeting, Southern Research Council, Community Resource Development Regional Committee, and Southern Land Economics Research Committee. Meetings receiving attention from SRDC were: Southern Regional Education Board Meeting on Energy, Economic Research Service Meeting, American Country Life Meeting, and Rural Sociological Society Meeting of San Francisco. Individual consultations were provided: Mike Hopkins from Oklahoma State University, Gene Summers of University of Wisconsin, and representatives of the Oklahoma Engineering Extension Service. Land use correlation received support through SRDC at the Regional Land Use Workshop where representatives of Southern Land Economics Research Committee, Southern Public Policy Affairs Committee, and the Extension CRD Committee were present, and at the Land Use Seminar where a special video tape was prepared regarding land use.
2. Sponsor, as needed, regional workshops for educators and researchers on high-priority RD areas.	Consult with Center Associates, RD personnel in Research and Extension, Advisory Committee, liaison agencies, technical committees.	Three key meetings: 1) convened meeting between Souther Land Economics Research Committee, Southern Extension Public Policy Affairs Committee, Extension Service, USDA, and 1890 Institutions; 2) helped acquaint action agencies with work of S-114, Research Technical Committee; and 3) sponsored workshop on "Quality Housing for Low-Income Rural Families."

3.	Complete orientation visits to land-grant institutions.	Arrange schedule with institution and implement orientation schedule.	Land-grant institutions in six states were visited: Alabama, Florida, Georgia, Kentucky, Oklahoma, and Puerto Rico. Visits have now been made to 10 of the 14 states in the Southern Region. Also, orientation provided at Professional Workers Conference, Southern Rural Sociological Association, Mississippi Rural Development Committee, the joint meeting of the Southern Experiment Station and Extension Service Directors, Dr. C. R. Sallie's Class Seminar at Mississippi State University, and the Southwest Sociological Meeting.
4.	Monitor and provide appropriate support to Functional Networks.	Review of periodic reports, visits, correspondence, telephone calls, meetings.	Ten Functional Networks are now in operation, with seven beginning this year; see page 5. These Networks have conducted 31 meetings and involved 86 people, 57 of whom are economists and sociologists.
5.	Review, synthesize and publish summary of state Title V progress reports.	Review of periodic progress reports submitted by states.	Published under the title of Progress and Promise of Title V. Also developed and designed a typical evaluation procedure for a Title V project as created by the Evaluation Functional Network.
6.	Secure, edit, and publish success story about Title V.	Contact State Rural Development Coordinator.	A special four-page folder was published for each of the 14 southern states, highlighting the Title V programs being implemented. These reports were distributed to more than 30 different groups or agencies, including U. S. Senators and Representatives of the Southern Region, Southern Rural Sociology Committee members, and Southern Land Economics Research Committee members.
7.	Compile, write, publish, and distribute report regarding Annual Plan of Work.	Review of reports and program materials.	Published under title of Program of Work - 76.
8.	Compile information, edit, publish, and distribute magazine, "Research and Education in Rural Development."	Consult Advisory Committees, Title V Coordinators and other land-grant contacts, RD personnel in Research, and Extension.	Two issues published: Winter (16 pages) and Spring (20 pages). The combined issues carry articles from 24 professionals, representing 7 disciplines from 9 states and highlighting 29 activities taking place in the 14 southern states.

9.	Update "Rural Development Research at Land-Grant Institutions in the South."	Contact Research Advisory Committee, Center Associates, other state contacts.	Report has been up-dated, compiled, and submitted for printing. Estimated distribution scheduled for January 1977.
10.	Complete plan and inventory of selected existing Extension educational programs.	Consult data, various printed reports, especially Title IX.	Title IX reports obtained from State Extension Services and extracts being undertaken.
11.	Edit, print, and distribute "Community Development Source Book."	Use data compiled by Department of Agricultural Economics at University of Kentucky.	1500 copies published in cooperation with University of Kentucky. Distributed to Directors of Cooperative Extension Service and Agricultural Experiment Stations, the Coordinators of both 1890 Research and 1890 Extension, and personnel in Rural Development.
12.	Collect, review, edit, print, and distribute various materials which will provide support to Extension and Research personnel.	Collect data from the region, involve scientists and educators.	Published under titles of Community Source Book, Land Use Needs and Policy Alternatives, Summary of Quarterly Reports, SRDC Functional Networks, Rural Development Staffs, Cooperative Extension Services, Rural Development at Land-Grant Universities in the South, Folders: Title V Is a Good Buy, and Slide Set: SRDC. SRDC also served as a depository and distribution point for Extension Committee on Organization and Policy Materials for Land Use.
13.	Review and update "The Southern Rural Development Center" informational brochure.	Rewrite, edit, print, and distribute new product.	5000 copies published in attractive layout with two colors and folded to legal envelope size.
14.	Edit for distribution "Rural Development Literature," an annotated bibliography from 1969 to 1975.	Search of literature and contact with knowledgeables in the field.	Prepared camera-ready copy for NAL, with 3000 copies published by RDS and distributed nationally. It is now in its second printing of 2000 copies.
15.	Develop proposal to secure grant.	Consult with State Extension Services, Advisory Committees and Boards, RDS personnel and prepare draft.	SRDC received a grant in the amount of $29,500 to conduct Project Development Network for purpose of designing comprehensive packet on Rural Development Training. Additionally, two states were assisted with pre-proposals submitted to ES, USDA, as Special Needs Projects:

			Texas - "Development and Implementation of a Process for Evaluating an Extension CRD Effort. Mississippi - "Development of Training, Information, and Management Service for Local Governments."
16.	Plan, implement, and complete annual evaluation of SRDC Program of Work and organizational structure.	Develop from reports, consultation and evaluation of goals.	Published under title of Annual Progress Report - 1976.

Summer 1976

PUBLICATIONS AVAILABLE

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SRDC Publications Series

#1 Program of Work (revised, 1975)

#2 Rural Development Research at Land-Grant Institutions in the South (to be revised, 1976)

#3 Pamphlet: The Southern Rural Development Center

#4 Personnel in Rural Development (southern region)

#5 1974 SRDC Progress Report

#6 Community Resource Development Publications List (available from Extension Services and Experiment Stations in the region)

#7 Analyzing Impacts of Community Development $1.00
by Donald Nelson and Claude F. Bennett
Extension Service, USDA

#8 Community Source Book
(information sources for rural development. Published for University of Kentucky)

#9 The Progress and Promise of Title V
(summary of 1975 Title V programs in region)

#10 1975 Annual Progress Report

#11 Land Use Needs and Policy Alternatives
(reprint for Southern Land Economics Resources Committee; available Fall 1976)

#12 Summary of Quarterly Reports, SRDC Functional Networks

#13 Rural Development Staffs, Cooperative Extension Services

Individual state folders: Title V is a good buy in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Puerto Rico

Rural Development Literature: An Annotated Bibliography, 1969-75
(prepared for the National Agricultural Library)

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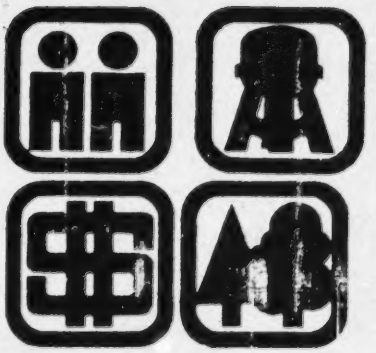
The SRDC is one of four regional rural development centers in the nation. It coordinates cooperation between the Research (Experiment Station) and Extension (Cooperative Extension Service) staffs at land-grant institutions in the South to provide technical consultation, research, training, and evaluation services for rural development. This publication is one of several published by the Center on various needs, program thrusts, and research efforts in rural development. For more information about SRDC activities and publications, write to the Director.



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SRDC Series Publication No. 15

October 1976